



Environmental Quality Incentives Program
(EQIP)—*California*
Education and Outreach Component
2001 Notice of Available Funding

www.ca.nrcs.usda.gov/eqip/index.html

General Overview:

The United States Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) Environmental Quality Incentives Program (EQIP) is soliciting proposals for nonprofit organizations to conduct educational programs in California to advance the objectives of EQIP. Funds are available to support educational activities and materials including workshops, field days, seminars, tours, news releases, demonstrations, brochures, fact sheets, etc., to be completed by **September 30, 2002**. Only nonprofit organizations are eligible to apply. Additional copies of this Notice of Available Funding (NAF) may be downloaded from the EQIP website listed above.

Proposals must first be submitted to a single local NRCS Field Office or Service Center (both hereby referred to as Field Offices) in an area where the project will be conducted for review and approval from the Local Work Group (LWG). **Approval from only a single LWG is required. Proposals covering more than one county need only receive approval from a single LWG.** LWGs can be located through NRCS Field Offices (refer to page 6) or Resource Conservation Districts. Only LWG-approved proposals will be eligible for the formal EQIP selection process.

Completed proposals must be received by 4:00 p.m. on November 17, 2000 at a local NRCS Field Office in a county in which the project will be conducted. Do not send proposals directly to the NRCS State Office. NRCS Field Offices will collect the proposals and forward them to the LWG and the NRCS State Office for review. Proposals which do not go through a local NRCS Field Office and a LWG will not be accepted. Awards resulting in cooperative agreements are expected to be announced by **February 18, 2001**.

EQIP Objectives:

Authorized by the 1996 Farm Bill, EQIP is a voluntary conservation program which encourages and supports farmers and ranchers of private agricultural lands to make cost-effective and technically sound natural resource management decisions. EQIP is designed to address resource concerns that have been identified at the local level to conserve and improve soil, water, air, and related natural resources. The program also assists producers in complying with federal, state, and tribal environmental laws.

Intent of the Educational Program:

The Education assistance component complements the technical and financial assistance components of EQIP by meeting the educational needs of land care providers. The purpose is to:

- Identify and share information about tools and techniques for sound resource conservation.
- Plan, design, implement, operate, and maintain conservation-enhancing land management systems and/or practices.

Who may apply:

Groups eligible to apply for EQIP education funds are nonprofit conservation, agricultural, commodity, and environmental organizations. A California nonprofit is a tax exempt organization operating in California and legally exempt from taxes imposed by the California Franchise Tax Board's review and taxation codes.

Local Work Groups (LWGs):

Convened by the local conservation districts, the purpose of the LWG is to provide advice to NRCS concerning the implementation of environmental programs. LWGs meet to determine priority concerns for their area. The membership of the LWG includes USDA's NRCS and Farm Service Agency (FSA), Resource Conservation Districts (RCDs), and other government and private representatives with interest and expertise in the natural resources of the local area.

Note: In order to insure that your proposal matches local needs, it is recommended that you work with your local NRCS District Conservationist before submitting your proposal to the LWG.

Cooperative Agreement Terms:

Upon award, all work must be carried out in conjunction with a cooperative agreement. A cooperative agreement requires that both parties (the nonprofit and NRCS) must abide by mutually agreed upon provisions. Cooperative agreements require nonprofits to contribute resources (in-kind and/or funds) to support approved projects. Generally, reimbursements and 30-day advances are permitted on a monthly basis after NRCS receives appropriate reports and receipts documenting the work. Agreements will be administered in accordance with **OMB Circular A-110** for non-profit organizations and **A-102** for state units of government.

Eligibility Criteria:

1. Proposals must support EQIP objectives.
2. Main target audience must be farmers and ranchers of private agricultural lands.
3. Proposals must be submitted by a nonprofit organization.
4. Proposals must be supported by a LWG in the area where the project is proposed to take place. Representatives from NRCS, FSA, and an RCD serving on the LWG must sign, date, and comment upon the application.
5. Proposals must contain a project-evaluation component. Those that do not contain this component will be disqualified.
6. Multiple proposals per nonprofit are permissible—but each proposal must stand on its own, resulting in a viable program independent of any other proposals.

Submission and Evaluation Criteria:

Applicants must submit their proposal using the **Education Assistance Application Cover Page** (form provided on page 10) and the outline given below. Use the Cover Page as the first page of your proposal. **Non-completion of any section of the application will result in the disqualification of the proposal.**

Required Proposal Contents:

Factors marked with an asterisk (*) will be used in the formal EQIP selection process. The percentages reflect the weight assigned to each criterion. Narratives should be concise and thorough. Define all abbreviations. The proposal should be typed on 8.5 x 11-inch paper and assembled in the order shown.

1. Education Assistance Application Cover Page (form provided on page 10)

- A. Project Title
- B. Sponsoring nonprofit organization and applicable information
- C. Date proposal submitted to LWG
- D. Amount Requested
- E. Nonprofit certification
- F. Tax or Employer Identification Number
- G. Signature of authorized organization official or contracts officer
- H. Principal Contact: List a single individual who will manage all project correspondence

2. **Local Work Group Signature Page** (form provided on page 11): Attach a blank copy of this form as page 2 of your proposal. This will be signed by the LWG *after* submission to the NRCS Field Office.
3. **Executive Summary**: Summarize project in 150 words or less. State the goals and objectives of the proposed project and define the target audience. Describe the approach to be used and define the criteria used to evaluate the project's effectiveness. Be thorough yet concise.
4. **Counties Covered**: List the counties which will be covered by the project.
5. ***Adherence to EQIP Goals (20%)**: Provide a clear description of educational goals and explain how the project will further EQIP objectives in your community.
6. ***Probability for Success (10%)**: Explain why your target audience has a need for conservation education and how your approach will answer that need. Explain how will you ensure that your project will be completed on time. If you have previously been awarded an EQIP agreement, your past performance on program delivery and reporting timeliness will be taken into consideration. If previously funded, explain your results and evaluation, and how this project differs from or builds upon the previous project.
7. ***Proposed Action Plan (10%)**: Provide a project timeline and explain the action plan to be used. Include, for example, topics, possible speakers, methods, and locations. Projects may begin as soon as the agreements are signed in April 2001, and must be completed by **September 30, 2002**.
8. ***Target Audience (10%)**: Describe the target audience and their relationship to management of natural resources. Explain how the project and its outreach strategy will reach them. Also estimate attendance.
9. ***Outreach to Nontraditional or Socially Disadvantaged Clients (5%)**: Describe any outreach to such clients, *i.e.* Native Americans, minorities, economically disadvantaged, etc. If you have no such outreach in your project, provide an explanation why.
10. ***Budget Itemization (15%)**: Provide a detailed budget **using the guidelines below**. Budget must show a matching non-federal contribution from the nonprofit organization and other partners. Use a separate column to show matching contributions. Refer to sample budget on page 9.
11. ***Partnerships and Non-Federal Contributions (15%)**: Describe the roles of all project partners and cooperators. Show how the project will leverage partnership services, equipment, funds, expertise, or contacts, etc., in order to optimize project funds. The level of participation can be improved through cooperation among complementary organizations. Greater leveraging and non-federal contributions generally equates to a higher score.
12. ***Project Evaluation (15%)**: Describe the monitoring program that will be used to track and measure project effectiveness. Explain the methods to be used and explain how you will determine if the project achieved its goal(s). Try to provide quantitative evidence such as attendance records, the number of people who took action as a result of the project, and the number of acres directly or indirectly affected by the project. **Note: Applications that do not address this component will be disqualified.**

Budget Guidelines:

A detailed budget must be included with the proposal. The policy on budget items is listed below. Proposals

in excess of \$30,000 will not be considered for review. Refer to sample budget on page 9. Proposals will fall into one of two categories:

I. Those requesting \$10,000 or less. **II.** Those requesting between \$10,001 and \$30,000.

Expenses that may be covered by EQIP funds include:

1. Development, printing, and distribution of educational materials (**excluding postage**).
2. Implementation of educational activities such as seminars, workshops, demonstrations, tours, etc.
3. Staff/personnel expenses (other than federal government employees). **All personnel must be listed separately and salaries must include the cost per hour and the total number of hours for each position.** Benefits should be listed separately. Do not include administrative costs within salaries.
4. Administrative or indirect costs up to a maximum of 10% of actual direct costs. Indirect costs must be itemized and listed separately from salary costs (refer to sample budget on page 9).
5. Travel, accommodations, and honoraria for guest speakers.
6. Room, bus, or equipment rental.
7. The objective and professional evaluation of these projects. Evaluations should help elucidate the project's ability to educate land care providers and to implement on-the-ground conservation. Project proposals should examine economic, environmental and/or social costs and benefits of EQIP education project(s).

Expenses NOT covered by EQIP include:

1. Food and drinks. The cost of meals or refreshments should be covered by the sponsoring organization. Food costs cannot be listed as matching funds (refer to page 5).
2. Equipment purchases. Funds may not be used to purchase any type of durable equipment. This includes office supplies, furniture, computer hardware and software, machinery, etc. Rental to complete a project is permissible.
3. Postage of any kind. The sponsoring organization must cover postage and shipping costs for all mailings.
4. Gas for vehicles. Mileage for vehicle use may be charged, but the budget must include the rate per mile and estimated travel distances.
5. Instructor training or certifications. EQIP funds are intended for the direct education of producers.
6. Ongoing production of routine functions of an applicant group—such as newsletters, annual reports or conferences, recurring tours, etc. **The proposed activities should go beyond current activities and plans that would occur without EQIP funding.**
7. Salaries for federal government employees.
8. Routine activities, such as publicizing the overall EQIP program and providing technical assistance to producers, are not fundable.
9. Promotional items, such as prizes, gifts, and giveaway items, are not allowable.

Proposal Limitations:

1. Proposals will not be accepted for requests relating to automated data processing, telecommunication equipment, and computer hardware and software.
2. Research is not the focus of these agreements and research-oriented projects, in general, will not rate favorably. This does not preclude the requisite evaluation component of each project and does not apply to projects specifically designed to study the effectiveness of EQIP education.
3. Youth education is not the focus of this program. This program targets current agricultural producers.
4. Requests for non-EQIP related staff positions will not be funded.
5. Salaries and costs must be justifiable; especially those which appear unusually high.
6. Proposed activities **must** be completed by **September 30, 2002** and final reports and invoices must be submitted by **November 15, 2002**.

The budget may include a nominal registration fee, but the fee must be the same for all attendees. Nominal registration fees may be charged to participants in order to fund program materials, hall or bus rental, or associated fees. All fees collected must be used to implement the EQIP educational program and all use of fees and of EQIP funds must be clearly detailed in the proposed budget. The fee charged should not be a significant impediment to the ability to attract and educate the target audience. The registration fee may be waived for individuals who might otherwise be unable to afford the cost of attendance. **NRCS shall not be billed for activities being funded by such registration fees.**

Non-Federal Match:

The budget must show a **non-federal** contributing match from the nonprofit organization and/or other partners. **Only allowable costs can be listed as matching contributions** (refer to *expenses covered* on page 4). There is no minimum match requirement, but the greater the match, the higher the ranking. Use a separate column to show matching contributions (refer to the sample budget on page 9). An optional third budget column allows the applicant to show contributions that do not constitute a permissible program match (eg., food, postage, equipment, prizes, etc.). **Detailed records of non-federal contributions must be maintained and documented on all payment requests.**

How to Apply:

Submit a signed original proposal (clearly marked “ORIGINAL” on the first cover page) on 8.5 by 11-inch white paper, single-sided, 3-hole drilled, and clipped, **plus five (5) copies** of the proposal, double-sided, 3-hole drilled, and stapled. Do not use fancy covers or binding. Do not include other attachments unless requested. Use the format outlined above. Letters of support may be included, but are not necessary. If included, the letters must be attached to the proposal. Letters of support mailed under separate cover will not be accepted. Use the Application Checklist provided on page 8.

Completed proposals must be received by 4:00 p.m. on November 17, 2000 at an NRCS Field Office in a county where the project will be conducted. Late proposals will not be accepted. Proposals will not be accepted via fax or e-mail. Do not send proposals directly to the NRCS State Office. Proposals which do not go through a LWG will not be accepted.

LWGs can be located through NRCS Field Offices and RCDs. Refer to the list on page 6 for NRCS Office locations. Local NRCS Offices will collect and submit proposals to the LWG for their approval. Local NRCS Offices will then submit approved proposals to the NRCS State Office.

Authorized Signatures:

The Application Cover Page of the original proposal must bear the original signatures of the contracts and grants officer or other official authorized to submit proposals on behalf of the organization. The LWG certifying signatures are to be completed by the LWG *after* the submission of the proposal to the NRCS Field Offices. Proposals must be supported by a LWG in the area where the project is proposed to take place. If approved, selected representatives from the LWG will sign and date the LWG Signature Page of the proposal and submit the proposal to the NRCS State Office for the formal selection process.

EQIP Website: Download additional copies of this NAF at: www.ca.nrcs.usda.gov/eqip/index.html

For More Information:

Contact: Anita Brown at (530) 792-5644; fax (530) 792-5791; e-mail: “anita.brown@ca.usda.gov”.

Note: Nationally, the EQIP conservation budget will reserve at least half of available funds for livestock-related conservation activities.

NRCS FIELD OFFICES LIST BY COUNTIES

Alameda Livermore LPO (925)449-6682	Kings Hanford SC (559)584-9209	San Bernadino, Orange, Riverside Riverside LPO (909)684-1552	Santa Barbara Santa Maria SC (805)928-9269
Nevada; Alpine; Placer; Carson, NV; Douglas, NV; Washoe, NV So. Lake Tahoe FO (530)573-2761	Mendocino Ukiah SC (707)468-9223	Sierra, Placer Auburn FO (530)885-6505	Santa Cruz Capitola SC (831)475-1967
Alpine Gardnerville, NV SC (775)782-3661	Lake Lakeport LPO (707)263-4180	Plumas, Sierra Greenville PO (530)284-7126	Shasta Redding SC (530)246-5244
Amador, El Dorado Placerville FO (530)295-5630	Lassen Susanville SC (530)257-7272	Riverside Blythe FO (760)922-3446	Siskiyou Yreka SC (530)842-6123
Butte Willows SC (530)934-4601	Los Angeles Lancaster SC (661)945-2604	Riverside Indio FO (760)347-3675	Solano Dixon SC (707)678-1655
Calaveras Stockton SC (209)946-6241	Los Angeles Riverside LPO (909)684-1552	Riverside, San Bernadino Redlands FO (909)799-7407	Sonoma Petaluma SC (707)794-1242
Colusa Colusa SC (530)458-5131	Madera Madera SC (559)674-4628	Riverside San Jacinto FO (909)654-7139	Stanislaus Modesto SC (209)491-9320
Contra Costa Concord SC (925)672-4577	Marin Petaluma SC (707)794-1242	Sacramento Elk Grove SC (916)714-1104	Tehama Red Bluff SC (530)527-3013
Del Norte, Humboldt Eureka SC (707)442-6058	Mariposa Merced SC (559)722-4119	Santa Clara, San Benito Hollister SC (831)636-8029	Trinity Weaverville FO (530)623-3991
Fresno Fresno SC (559)276-7494	Merced Los Banos Sub-O (209)826-5770	San Bernadino Apple Valley SC (760)242-1340	Tulare Visalia SC (559)734-8732
Glenn Willows SC (530)934-4601	Merced Merced SC (559)722-4119	San Diego Escondido FO (760)745-2061	Tuolumne Stockton SC (209)946-6241
Imperial El Centro FO (760)352-7886	Modoc Alturas FO (530)233-4137	San Mateo, San Francisco Half Moon Bay (650)726-4660	Ventura Somis FO (805)386-4489
Inyo, Mono Bishop FO (760)872-6111	Monterey Salinas SC (831)424-1036	San Joaquin Stockton FO (209)946-6241	Yolo Woodland SC (530)622-2037
Kern Bakersfield SC (661)861-4125	Napa Napa FO (707)252-4189	San Luis Obispo Templeton SC (805)434-0396	Yuba, Sutter Yuba City SC (530)674-1461
	Nevada Grass Valley FO (530)272-3417		



Environmental Quality Incentives Program (EQIP)—California

Education Assistance Application 2000

www.ca.nrcs.usda.gov/eqip/index.html

EQIP Education Timeline

EVENT	DATE
Notice of Available Funding released	October 1, 2000
Proposals received in NRCS Field Offices or Service Centers no later than 4:00 p.m. (faxes and e-mail not accepted)	November 17, 2000
Local Work Groups meet to approve proposals	November 18, 2000 to January 4, 2001
Approved proposals received in the NRCS State Office no later than 5:00 p.m. (faxes and e-mail not accepted)	January 5, 2001
Evaluation of proposals at state level	January 6 to February 16, 2001
Notification of awards	February 18, 2001
Agreements signed, work may begin	April 2, 2001
First progress/status reports due	July 31, 2001
Second progress/status reports due	October 31, 2001
Third progress/status reports due	January 28, 2002
Fourth progress/status reports due	April 30, 2002
All projects completed	September 30, 2002
Final reports and invoices due	November 15, 2002

EQIP Notice of Available Funding Application Checklist

- ☐ Complete proposal according to the Submission and Evaluation Criteria.
- ☐ Complete the Education Assistance Application Cover Page. Obtain required signature of the authorized organization official. The cover page will be the first page of your proposal.
- ☐ The blank Local Work Group (LWG) Signature Page will be the second page of your proposal. This page will be signed by LWG representatives after the proposal is submitted to an NRCS Field Office, reviewed by the LWG, and approved for funding. Beginning in 2001, comments from the LWG regarding the proposal will be required
- ☐ Put forms in required order as given on page 2.
- ☐ The original proposal should:
 - be printed on 8.5 by 11 inch white paper
 - have the original or faxed signature of the authorized organization official
 - have "ORIGINAL" marked on the first page (the Cover Page)
 - have a blank LWG Signature Page attached as page 2
 - be single-sided and 3-holed drilled or punched
 - be clipped together using binder clips or similar devices (not stapled)
 - NOT have a fancy cover or binding
 - NOT have unrequested attachments
 - have optional letters of support attached. DO NOT send letters under separate cover.
- ☐ Prepare five (5) copies of your signed original proposal. Copies should:
 - be copied on 8.5 by 11 inch white paper
 - be copied double-sided
 - be 3-hole drilled or punched and stapled
 - NOT have fancy covers or bindings
- ☐ Submit your proposal to a single NRCS Field Office or Service Center in which the proposal is to take place. Proposals covering multiple counties need only receive approval from a single LWG. Refer to attached list on page 6 to locate NRCS Field Offices.
- ☐ Proposals must be received at a NRCS Field Office by November 17, 2000, no later than 4:00 p.m. Mail or deliver your proposals before this date. Late proposals will not be accepted. Faxes and e-mail are not accepted.

EQIP Education Sample Budget
Organization Name
Project Title
Project Budget - EQIP Education*
April 2, 2001 through September 30, 2002

<u>Descriptions</u>	<u>EQIP funds</u>	<u>Allowable Non-federal Matching Funds</u>	<u>Non-allowable Non-federal Matching Funds</u>
			(Not available for reimbursement.)
<u>REVENUE:</u>			
Workshop registration fees (at \$5 per person, estimate of 100 attendees)	\$0	\$500	
Business donations for EQIP project			
Friends of Farmers	\$0	\$1000	
Friends of Ranchers	<u>\$0</u>	<u>\$1000</u>	
Total Revenue:	\$0	\$2,500**	
<u>DIRECT COSTS:</u>			
Personnel: Salaries, staff and interns			
Program coordinator, 200 hours at \$14/hr + 50 hrs match	\$2,800	\$700	
Program assistant, 100 hrs at \$10/hr + 50 hrs match	\$1,000	\$500	
Contract consultant, 20 hrs at \$15/hr	\$300	\$0	
2 Field technicians, 20 hrs at \$10/hr	\$400	\$0	
Language translator, 20 hrs at \$10/hr	\$200	\$0	
Administrative assistant, 50 hrs at \$8/hr	\$0	\$400	
Intern, 100 hrs at \$6/hr	<u>\$600</u>	<u>\$0</u>	
Subtotal:	\$5,300	\$1,600	
Fringe (at 15%): Payroll tax, benefits, worker's compensation	<u>\$795</u>	<u>\$240</u>	
Total Personnel:	\$6,095	\$1,840	
Miscellaneous:			
Bus rental, \$300/bus, x 2 buses	\$600	\$0	
Meeting hall rental	\$300	\$100	
Advertisement for workshops (printing flyers and posters)	\$400	\$100	
Demonstration site set up	\$700	\$900	
Speaker fees and travel expenses (200 miles at 0.25/mile)	\$400	\$400	
Workbook printing at \$7 each x 100 - \$200 from registration fee	\$500	\$0	
food	—	—	\$300
postage	—	—	\$100
equipment	—	—	\$500
Project evaluation	<u>\$200</u>	<u>\$0</u>	
Total Miscellaneous Costs:	\$3,100	\$1,500	
Total Direct Costs: (Personnel + Miscellaneous)	\$9,195	\$3,340	
<u>INDIRECT COSTS: (If requested from EQIP funds, not to exceed 10% of direct costs and must be itemized)</u>			
Office administration	\$0	\$100	
Office rent	\$0	\$100	
Utilities	<u>\$0</u>	<u>\$184</u>	
Total Indirect Costs: (Match rate is at 10% of direct costs)	\$0	\$384	
<u>GRAND TOTAL COSTS: (Direct Costs + Indirect Costs)</u>	\$9,195	\$6,224	
	\$9,200	MATCH: \$6,200	
<u>TOTAL AMOUNT REQUESTED FROM EQIP:</u>			

(Round total costs to nearest \$100 for requested amount)

* These are estimated costs, reimbursements will be based on actual costs, not to exceed final awarded amount.

** Revenue counts towards non-federal, allowable costs. Allowable costs are determined for non-profit organizations by OMB Circular A-122, for state units of government by A-87. However, all non-federal contributions are considered in the ranking process



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(EQIP)—California
Education Assistance Application Cover Page
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Cover Page: Attach a completed copy of this cover page to each copy of the proposal

Project title: _____

Sponsoring nonprofit organization: _____

Address: _____

Phone number: _____ **Fax number:** _____

E-mail address: _____

Website: _____

Date proposal received at the NRCS Service Center: _____

Amount Requested: _____

I hereby certify that the submitting organization is a nonprofit, tax-exempt organization.
_____ **Yes** _____ **No**

Tax or Employer Identification Number: _____ **(required)**

Signature of Authorized Organization Official or Contracts and Grants Officer:

By: _____ **Date:** _____

Title: _____

Principal Contact Person for project correspondence (This person will be sent all correspondence and project information).

Name: _____ **E-mail address:** _____

Agency/affiliation: _____

Address: _____

Phone number: _____ **Fax number:** _____



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Local Work Group Certifying Signatures

These signatures are to be gathered by the Local Work Group after the proposal is submitted to the NRCS Field Office or Service Center.

Project title: _____

Organization name: _____

Amount requested: _____

NRCS Field Office or Service Center submitted to: _____

Signatures of Concurrence. Certifying signatures for representatives of:

FSA:* _____

Date: _____

NRCS:* _____

Date: _____

RCD:* _____

Date: _____

Other Local Work Group members (optional):

Date: _____

Date: _____

Date: _____

***Identified in 1996 Farm Bill as required core members for Local Work Groups.**

Local Work Group comments about proposal (comments by the LWG are now required):
